ABSTRACK

The growth of Internet Banking in Indonesia is growing rapidly, as evidenced by the increasing number of internet users and the increasing number of Internet Banking users, but the growth of internet in Indonesia is not compare with the increase in the number of internet banking users maybank which only increased by 40,000 users Related to this it is necessary to do research on internet banking technology acceptance in Indonesia especially at Maybank bank

Through this research will be measured customer assessment of task technology variables, task characteristics, task technology fit to habbital use and performance impact, performance here is referred to the performance of internet banking customers in banking activities.

The population of this study is MayBank customers who use Internet Banking Maybank with a total 102 people . Data was collected by distributing questionnaires through social media and data analysis techniques using SEM-PLS

The results show Task Technology Fit (TTF) is influenced by the characteristics of task (task characteristics), and technology characteristics that have a significant influence. Task Technology Fit has a significant influence on customers or users of Internet Banking Maybank and the impact of performance of Maybank Internet banking users. In this study, the most significant value of influence is Task Technology Fit (TTF) to users (USAGE).

Based on the results of the research, to improve the performance of banking activities of the Maybank Internet Banking user, Maybank needs to improve the security of the internet banking system with the aim of providing a sense of security and providing a bid to attract maybank customers to frequently use internet banking

Keywords: Internet Banking, Task-Technology Fit, Pls (Partial Least Square), Maybank, PerformanceImpact